PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

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TO: Mr. Larry Glennie DATE: October 30, 1987

FROM: Marketing Research/Georgia E. Cofield (Rita)

SUBJECT: Military Volume Projections

Per our discussions' I have attached graphs depicting the expected trends through 1987 for:

Total Industry
Total Philip Morris
Total Reynolds
And all Others Combined

1987 Year-End Volume Projections

	Units	% Change
Total Industry	15,635,490	- 6.3%
Philip Morris	4,752,154	- 0.2
R. J. Reynolds	5,109,928	- 5.8
Balance of Companies	5,773,408	- 11.2%

As I referenced earlier today, 1988 numbers will officially be projected in November when we have more actual 1987 data to use as a starting point. This is very important for Philip Morris since our trend has changed as a result of the extra effort that has been placed in the Military environment. Although you are not officially giving the 1988 numbers to anyone, I thought that some preliminary estimates might give you a little insight for the various discussions in the upcoming weeks.

If you have any questions concerning this data or graphs, I am always available.

GEC/lj
attachment

Rita

cc - R. Anise
A. Goldfarb
B. S. G. Weinstein
J. N. Zoler

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Source: https://www.industrydocuments.ucsf.edu/docs/rpbn0004